

Biography:

Jolene Johnson, a proud member of the Wolastoqiyik from Neqotkuk (Tobique) First Nation in New Brunswick.

As a devoted mother of three sons, a loving grandmother of four, Jolene's life is a testament to the power of family and community. With a rich background in the culinary and agriculture industries, Jolene's journey as an entrepreneur began in 2018 when she founded Wabanaki Maple.

This venture was not just a business opportunity but a calling, a way for Jolene to merge her passions, purpose, and cultural heritage. Through Wabanaki Maple, Jolene is on a mission to bridge the gap between people and Indigenous culture, to foster sustainable economic growth, and to advocate for a healthier environment for the generations to come.

Her vision extends beyond profit margins; it is rooted in a deep commitment to preserving and revitalizing Indigenous traditions for the next seven generations.

Jolene's story is one of empowerment, inspiration, and cultural preservation. Through her dedication and unwavering spirit, she is paving the way for a more inclusive and sustainable future, where Indigenous voices are heard, valued, and celebrated.